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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Geoffrey C. Ammerman, et al.

Confirmation No. 8197

Serial No.: 10/026,153

Filed: December 18, 2001

Group Art Unit: 3623

For: APPARATUS AND METHOD FOR  
EVALUATING THE  
PERFORMANCE OF A BUSINESS

Examiner: R. Jeanty

Docket No.: 16938-102

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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ALEXANDRIA, VA 22313-1450, ON JANUARY 6, 2005 (37  
CFR 1.8a).

**AMENDMENT**

Dear Sir:

In response to the Office Action dated July 6, 2004, please amend the above-referenced Patent Application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 4 of this paper.

**Remarks / Arguments** begin on page 7 of this paper.